

It takes us TWO days to set up Octa on our partner's website and to add their content to it, making any travel company's site instantly kid and family friendly!

The screenshot displays the website for the Islamabad Marriott Hotel. At the top, the Marriott logo is followed by the hotel name "Islamabad Marriott Hotel" and its address: "Aga Khan Road, Shalimar 5-PO Box1251, Islamabad 44000 Pakistan". A rating of 4.5 with 65 reviews is also shown. Below the header is a navigation menu with options like Overview, Photos, Rooms, Dining, Fitness, Spa, Local Area, Map, Meetings, Weddings, and Offers. The main booking area includes a date selector for "Wed, Nov 6" to "Thu, Nov 7", a "1 NIGHT" indicator, and a "Rooms & Guests" dropdown set to "1 Room: 1 Adult/Room". A prominent red "VIEW RATES" button is visible. The background of the page shows a well-lit hotel room with a bed, desk, and chair. Overlaid on the bottom right is a chatbot window with a friendly message: "are delighted that you have chosen to visit Marriott Hotel. I am Octa and I will help you plan fun things to do on your Islamabad trip!". The chatbot features a cartoon character and offers suggestions such as "Fun Places & Events!", "Yum Foods!", "Weather!", "Jokes!", and "Cool Kids!". A "About Marriott Hotel" link is at the bottom of the chatbot.

DEMO

Putting kids who travel first!!

The Only Travel Platform for Families

PATA: NOV 2019



HOWDY!

- * Coder and traveller.
- * Grade 5 in Singapore.
- * My mission is for kids to have amazing travel experiences with their families!



I love travelling because it's awesome! And a great way to spend family time together.

Zara's Travels
by Parag Khanna ✓
@zarastravels

This Facebook Show is managed by Zara's dad Parag Khanna.

Home
Episodes
Community
Groups
Playlists

7.2K followers including 19 friends

Zara's Travels

Change Trailer

Following ▾ Liked ▾ Share Edit Page Info ⋮

THE GOOD NEWS

Some families
travel together 3
times a year!

WHAT TRAVELERS LOOK FORWARD TO MOST ON FAMILY TRIPS



THE BAD NEWS

Parents go to over 14 kinds of sources to look for fun family activities. But no one place is family focused!



Search engine (e.g. Google, Bing)	30%
Recommendations of family and friends	19%
Travel review websites (e.g. TripAdvisor, Yelp)	15%
Online booking site (e.g. Expedia, Travelocity, Kayak)	13%
Travel supplier website (e.g. hotel, cruise line, airline)	6%
Travel club (e.g. AAA)	4%
Guidebook	2%
Tourist office website	2%
Social media	2%
Travel blogs	2%
Travel agent	2%
Magazines	2%
Other	1%
Newspapers	1%

THE RESULT: Boredom. Stress. Not fun!



Always standing in line at places.



Didn't understand why a historical place is awesome.



Didn't know what kids from that city like to do for fun!

- × **1.4 billion tourists in 2018.**
- × **Adults get websites, personalised recommendations, and discounts.**

**UMM ... LOOKS LIKE YOU
GUYS FORGOT US KIDS!**





THE SOLUTION:

So I created Octa, a friendly chatbot so that families can find all they need to enjoy their trips in **one** fun interactive.



Fun Attractions and Playgrounds

Why the place is awesome.
Tickets, Timings, Address
Website

Events in the City

Why an event will be fun.
Tickets, Timings, Address
Website

Yum Foods

Family friendly restaurants
Best places for ice-cream
Must-have local foods
Halal, gluten free, vegetarian
options

Cool Tips from Local Kids

Favorite fun places
Words to survive in that city
Fave foods

History Tidbits and more

History fun facts
The weather right now
Jokes and riddles if you're bored.

And these are the values Octa and every traveler who is a global citizen cares about!



Fun, Fun, and did I mention Fun?



Connecting people and cultures

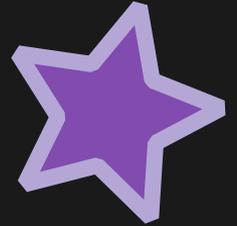


Sustainable and responsible travel

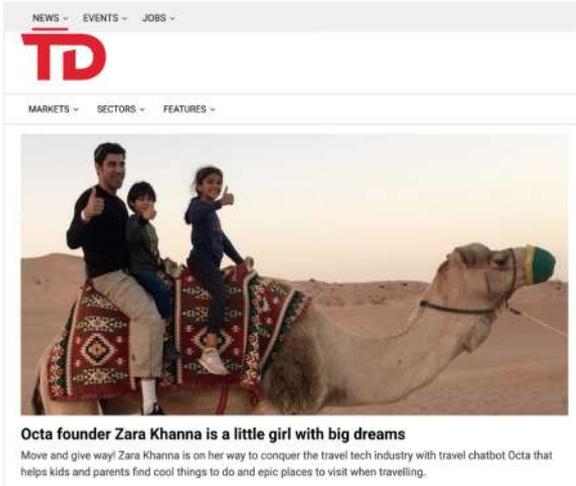




Demo Time!



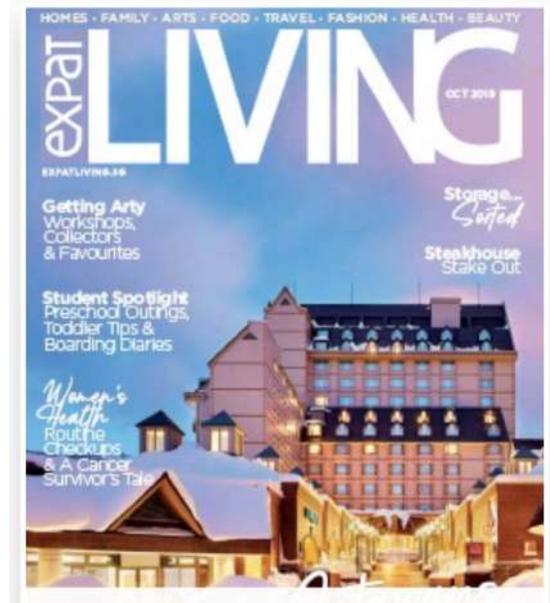
We have received media and conference coverage.



Featured in Travel Daily



Featured in Liberiamo



Featured in Expat Living

And ADDO AI invested in Octa and we officially became a company!

ADD0 AI as an AI Company that will transform the world

by Forbes Magazine

August 2017



Four Companies Using AI To Transform The World

Across Asia, companies are exploring the ways in which artificial intelligence can help people make better decisions, secure themselves ...

[forbes.com](https://www.forbes.com)

My awesome team

LEADERSHIP



Zara Khanna
Founder / Backend
engineer



Dr. Ayesha Khanna
COO, Octa



Headquarters
SINGAPORE



Mehroz Ahmad
Lead Software
Engineer



Madeeha Akbar
Project Manager



Jennifer Kwek
Head of Sales and
Marketing



Jonathan Chen
Machine Learning
Engineer



Allison Diliegro
Head of Content



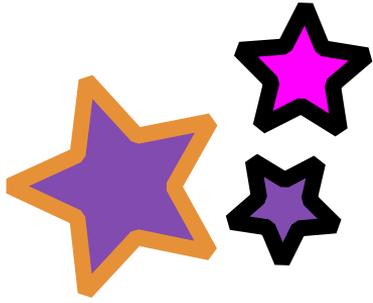
Insiyah Ali
Sales & Marketing
Associate



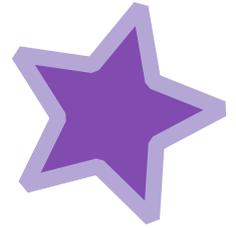
Ihtisham Shah
Software Engineer



Sania Amir
Content & Partnership
Manager



So we did some
market research ...



The feedback was super useful!

from kids and parents:

“Can you add restaurants?”

“Can I get some cool facts about the city?”

“You have to make it faster for my phone”

“I would like to use it on Facebook”.

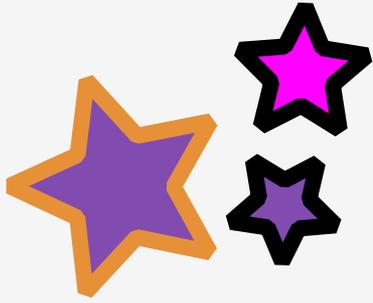


So in a few months:

- we added Facebook messenger.
- made it faster by moving it from Heroku to Amazon Web Services.
- added lots of cool content about food and history tidbits.

Go Team!!





Wouldn't it be great if every hotel, airline, train, museum had Octa so families can always get what they need at the tip of their fingers?



So we started asking hotels for tips too!

from hotels:

“Can you add my restaurants too?”

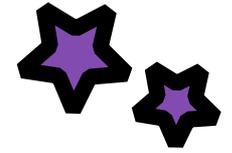
“Definitely add Mandarin as half my families are from China.”

“I need it to be really easy for me to add Octa to my site.”



So we made it super easy for hotels and resorts to add Octa to their websites.





For families, just go to Octa to find awesome activities ... all in one chat!



MOVE OVER GEN Z, GENERATION ALPHA IS THE ONE TO WATCH

Brands are going after kids under age 10, who are fast emerging as marketing's power players

By [Adrienne Pasquarelli](#) and [E.J. Schultz](#). Published on January 22, 2019.



You have to
involve kids to
find out what
we like!

My goal:

1 MILLION KIDS have
epic travel experiences
with Octa's help in the
next 5 years!!





COOL STUFF COMING UP:

More Asian languages.

Ability to book tours, hotels and transport directly from Octa.

Personalised recommendations with artificial intelligence.

Hotel/airline/tourism partnerships.

So keep travelling folks!!



Global citizens
make a better
world.





Feedback and comments very welcome!!



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